



INTERNATIONAL  
OLYMPIC  
COMMITTEE

# IOC MARKETING: MEDIA GUIDE

VANCOUVER 2010



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The financial figures contained in this document are provided for general information purposes, are estimates and are not intended to represent formal accounting reports of the IOC, the Organising Committees for the Olympic Games (OCOGs) or other organisations within the Olympic Movement.

For further information, visit [www.olympic.org](http://www.olympic.org)

# 1. THE OLYMPIC MARKETING STRUCTURE

With the ability to attract a global audience of billions and an unparalleled level of media attention, the Olympic Games are a truly exceptional event, providing one of the most effective international marketing platforms in the world.

The Olympic marketing programme plays an integral role in the promotion, financial security and stability of the Olympic Movement, and the IOC's marketing partners have become valued members of the Olympic Family.

## OBJECTIVES OF THE OLYMPIC MARKETING PROGRAMME

The main objective of the Olympic Marketing Programme is to ensure the independent financial stability of the Olympic Movement. By creating long-term marketing programmes, the future of both the Olympic Movement and the Olympic Games are ensured, with the revenue generated distributed equitably throughout the entire Olympic Movement.

The Olympic Marketing Programme also ensures that the Olympic Games can be experienced by the maximum number of people throughout the world, principally via broadcast to television and digital media platforms, and that the equity that is inherent in the Olympic image and ideal is protected.

## OLYMPIC REVENUE SOURCES

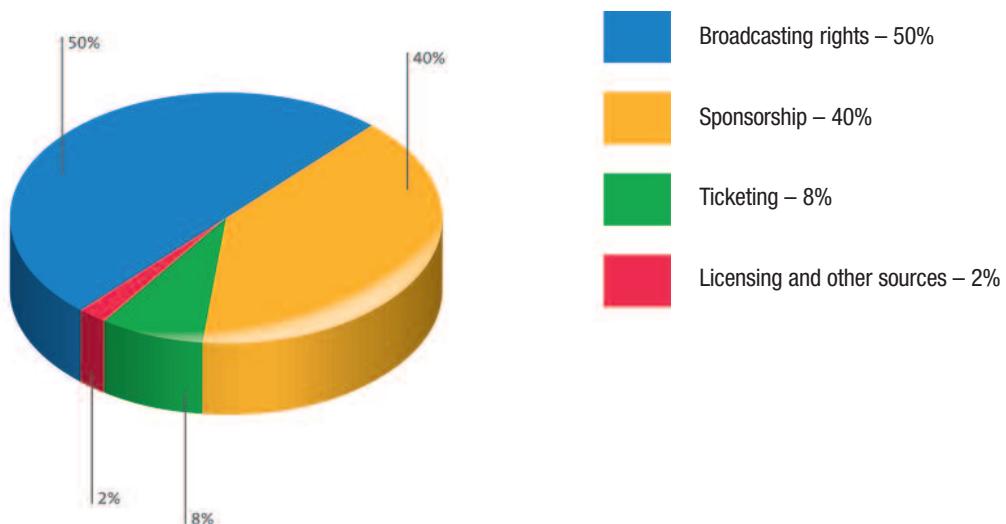
There are several major programmes through which the IOC generates revenue for the Olympic Movement.

The IOC manages the sale of broadcast rights, The Olympic Partners (TOP) worldwide sponsorship programme and the IOC official supplier and licensing programme.

Under the direction of the IOC, the Organising Committees for the Olympic Games (OCOGs) manage the domestic sponsorship programme, ticketing programme and the licensing programmes within the host country.

National Olympic Committees (NOCs) also manage their own commercial sponsorship programmes, granting Olympic marketing rights within the NOC country or territory only, in categories that do not compete with the TOP partners. These local sponsorship programmes support their sports development activities and Olympic teams, in addition to the support provided by the TOP Programme.

Breakdown of revenue sources (estimation)



## OLYMPIC MARKETING REVENUE

The last complete Olympic marketing cycle was 2005-2008.

Source	2005-2008
Broadcast	USD2.57bn
TOP Programme	USD866m

For Domestic Sponsorship, Ticketing, Licensing and other OCOG-generated revenue sources, please contact VANOC (details on p45).

## REVENUE DISTRIBUTION

The IOC distributes over 90% of Olympic marketing revenue to organisations within the Olympic Movement.

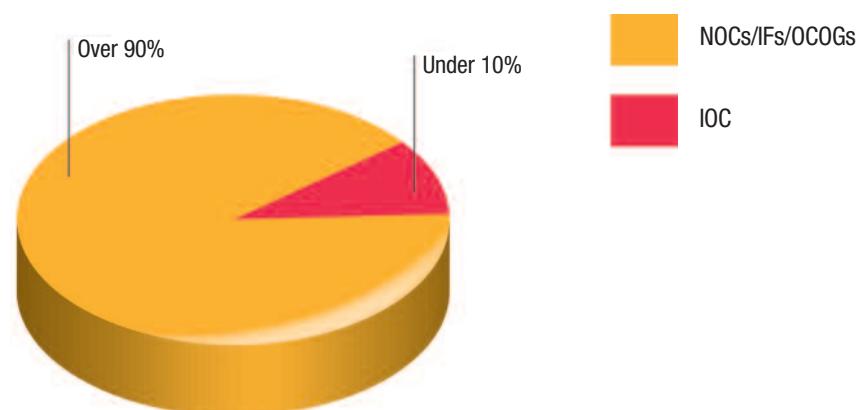
These include the 205 NOCs, their Olympic teams and athletes, the OCOGs and the International Federations (IFs) of the various Olympic sports.

These funds help support the staging of the Olympic Games and promote the development of sport around the world.

The continued success of the TOP sponsorship programme and Olympic broadcast partnerships has enabled the IOC to provide increased support for the NOCs and IFs with each edition of the Olympic Games.

The IOC retains less than 10% of Olympic marketing revenue to cover the operational and administrative costs of governing the Olympic Movement.

### Breakdown of Olympic Marketing Revenue Distribution



## 2. THE OLYMPIC BRAND



The Olympic Games are one of the most well known and appealing sport, cultural and entertainment properties in the world, and are the most obvious manifestation of the Olympic brand.

The Olympic rings are the visual foundation of the Olympic brand and are one of the most widely recognised symbols in the world. Indeed, according to IOC research conducted in 2008, 96% of people globally can correctly identify them.

The Olympic brand itself is based on positive universal values, which give it a powerful, emotive and unique identity that transcends sport and resonates strongly with people of all ages and cultures from all over the world.

According to IOC research, people believe the Olympic rings represent: the five continents, friendship and unity. The rings rate higher than many of the world's major brand icons on such values as excellence, friendship, inspiration, optimism, heritage and tradition.

Three of the Olympic brand's values – Excellence, Friendship and Respect – are recognised today as being at the core of the Games. These values are based on the Fundamental Principles of Olympism, which were established in the Olympic Charter more than a century ago. They prove the resilience, relevance and strength of the Olympic Games and the Olympic values over time. In fact, nearly two thirds of people believe the Olympic Games have an important place in today's society – not least because people believe that Olympic athletes inspire people to be the best they can be in their everyday lives.

These three values, and all they represent, are critical to distinguishing the Olympic Games from all other sporting, cultural, and entertainment events and underpin all of the Olympic Movement's activities.

### Key drivers for the Olympic brand are:

- The Olympic Games are special as they happen only once in a while
- The Olympic Games are more than just a sports event
- The Olympic Games are the pinnacle of all sporting events
- There is no better achievement in sport than winning an Olympic gold medal
- The Olympic Games are as much about taking part as about winning
- The performance of Olympic athletes encourages children to participate in sport
- The Olympic Games provide a good role model for children
- No other event brings the world together quite like the Olympic Games
- The Olympic Games have something for everyone

*Source: 2008 IOC proprietary consumer research*

## THE VANCOUVER 2010 OLYMPIC GAMES BRAND

### The Look of the Games

Incorporating designs by the VANOC design team and Xwa lack tun, a Vancouver-based Aboriginal artist, the graphical elements of the Vancouver 2010 brand use colours and shapes that highlight the breathtaking coast, forests and mountain peaks in the host region, as well as cultural and urban graphics and digitally inspired elements that represent Canada's rich cultural diversity, modern cities and cutting-edge technology and innovation.





### The Emblem

The Vancouver 2010 Olympic Winter Games emblem is a contemporary interpretation of the 'inukshuk' – a human-like rock statue, created by the Inuit people of Canada's Arctic as a guidepost to provide direction across the region's vast landscape. The inukshuk has since become a symbol of hope, friendship and hospitality in Canada, and the Vancouver 2010 emblem's name – Ilanaaq – is the Inuktitut word for friend.

The emblem was designed by Rivera Group of Vancouver and was chosen by an international judging panel from more than 1,600 entries, which were submitted through a nationwide design competition.

### The Mascots

The Vancouver 2010 mascots – Miga, Quatchi and Sumi – were inspired by local Aboriginal mythological creatures. Miga is a sea bear, inspired by the legends of the Pacific Northwest First Nations, in which orca whales transformed into bears when they arrived on land. Quatchi is based on the fabled 'sasquatch' – a popular figure in local Aboriginal legends of the Pacific West Coast. Sumi represents an animal spirit whose background is drawn from many: he wears the hat of the orca whale, flies with the wings of the mighty thunderbird and runs on the strong furry legs of the black bear. The mascots were created by Vancouver-based Meomi Design.



### The Olympic Torch

The Vancouver 2010 Olympic torch was designed and manufactured by the aerospace and transportation teams at Bombardier – an Official Supporter of Vancouver 2010 – in collaboration with VANOC. The 94cm torch, which is made from stainless steel, aluminium and sheet moulding compound, takes its inspiration from snowdrifts, icicles, and the lines that are left behind in the snow and ice by skiers and skaters.

### The Olympic Medals

Every medal won in Vancouver will be a one-of-a-kind work of art, featuring Aboriginal artworks and will be undulating rather than flat – both firsts in Games history. The dramatic form of the Vancouver 2010 medals is inspired by the ocean waves, drifting snow and mountainous landscape found in the Games region and throughout Canada. The medals were designed by Corrine Hunt and Omer Arbel, in collaboration with VANOC.

### The Sport Pictograms

The Vancouver 2010 sport pictograms, which represent the 19 Olympic winter sports, were created in collaboration with illustrator Irene Jacobs of I'm JAC Design. As well as adopting the traditional silhouette design, the pictograms focus on the movement of the athletes to help convey their energy.

### Vancouver 2010 Sport Illustrations

In an Olympic Games first, Vancouver 2010 has also created a set of highly stylised sport illustrations to accompany the sport pictograms. These sport illustrations give a highly detailed, true-to-life, and almost photographic sense of the athletes performing each sport, and were inspired by modern sport photography, pop culture, fashion illustration and Manga-style comics.

For more information on the Vancouver 2010 brand, please visit [www.vancouver2010.com/about-VANOC](http://www.vancouver2010.com/about-VANOC)

### 3. BROADCASTING AND DIGITAL MEDIA



As the owner of the broadcast rights for the Olympic Games, the IOC is responsible for granting the rights to television, radio, mobile and internet broadcasts to media companies around the world.

As set forth in the Olympic Charter, the fundamental broadcast policy of the IOC is to ensure that the Olympic Games have the widest possible global audience.

#### WINTER GAMES BROADCAST HISTORY

The Cortina Games in 1956 were the first Olympic Winter Games to be televised. At that time, coverage was only available in 22 countries/territories. In contrast, the Vancouver Games will be shown in over 200 countries/territories around the world.

The hours of coverage have also increased significantly in recent years, with just 335 hours available for Lillehammer in 1994, compared to more than 900 hours for Vancouver 2010.

#### REVENUE FROM BROADCAST PARTNERSHIPS

For more than three decades, the Olympic Movement's greatest source of revenue has been the broadcast partnerships negotiated by the IOC, and television coverage has been the biggest factor in the continued growth of the Games around the world.

Over the last 30 years, the global broadcast revenue figure for the Olympic Winter Games has increased from USD20.7m in 1980 to USD1,127m for Vancouver 2010, providing the Olympic Movement with an unprecedented financial base and helping to ensure the future viability of the Games.

Olympic Winter Games	Broadcast Revenue (USD)
Squaw Valley 1960	50,000
Innsbruck 1964	937,000
Grenoble 1968	2.6 million
Sapporo 1972	8.5 million
Innsbruck 1976	11.6 million
Lake Placid 1980	20.7 million
Sarajevo 1984	102.7 million
Calgary 1988	324.9 million
Albertville 1992	291.9 million
Lillehammer 1994	352.9 million
Nagano 1998	513.5 million
Salt Lake 2002	738 million
Turin 2006	831 million
Vancouver 2010	1,127 million (approximate to date)



## VANCOUVER 2010

Vancouver 2010 is expected to be a major milestone in the history of Olympic Winter Games broadcasting. It will be the first ever Winter Games to be fully broadcast in high definition, ensuring first-class picture quality and an unsurpassed viewer experience. Broadcasters across the world are expected to offer unprecedented levels of coverage across multiple media platforms.

## THE HOST BROADCASTER

The IOC created Olympic Broadcasting Services (OBS) in May 2001, marking a new era in the broadcasting of the Olympic Games.

OBS was created to serve as the Olympic Games Host Broadcaster, starting with Beijing 2008, where the on-site Host Broadcaster (Beijing Olympic Broadcasting) was a joint venture between OBS and the local Organising Committee. Vancouver 2010 marks the first time that the Host Broadcast will be solely an OBS operation.

The OBS team is generally responsible for providing consistent management of all Olympic broadcasting, overseeing the broadcast operations in the Olympic cities and supplying a well-organised and streamlined approach to the successful television production of the Olympic Games. OBS will provide over 900 hours of live coverage to Rights Holding Broadcasters (RHBs) during the Games.

As the Host Broadcaster, the specific duties of OBS include producing the international television and radio (ITVR) signals of the Games, as well as designing, building, installing and operating broadcasting facilities and equipment at all Olympic venues and the International Broadcast Centre (IBC).

OBS also works closely with RHBs to coordinate and provide the required facilities and services for broadcasting the Games, and assists VANOC in the design and building of the infrastructure required at the venues to accommodate the needs of OBS and the RHBs.

## VANCOUVER 2010 BROADCAST HIGHLIGHTS

**HDTV:** OBS will introduce a full high-definition signal for the first time at the Olympic Winter Games.

**Audio:** In another Olympic Winter Games first, all audio will be produced in Surround Sound 5.1 with all eight channels embedded in the HD stream.

**Olympic News Channel:** Building on the experience in Beijing, the Olympic News Channel (ONC) will be provided to RHBs and available 24 hours a day.

**Production Enhancements:** The ITVR signals will include a number of production enhancements in select sports, including a virtual 'line to beat' in ski jumping/Nordic combined, a skier 'ghost image' of the leader in Alpine events, and a virtual line to highlight the stone curve trajectory in curling.

**New Media Video and Audio (VandA) Package:** OBS will provide a special New Media VandA package to meet the needs of mobile phones, the Internet and other new media platforms.

**New Commentary System:** A new commentary system will provide broadcasters with enhanced functionality and greater reliability.

**Specialty Cameras:** OBS anticipates the use of a number of specialty cameras, with highlights including 1D, 2D and potentially 3D aerial cable systems (Cypress freestyle and snowboard), a mini tethered blimp (ski jumping), Netcam (hockey) and Conecam (long track speed skating)

### KEY BROADCASTING FACTS

- First completely high definition Olympic Winter Games
- First Olympic Winter Games with all audio produced in Surround Sound 5.1
- Live coverage of all Olympic Winter events, including:
  - 7 sports
  - 15 disciplines
  - 86 medal events, all covered live in HD
  - 12 competition venues
  - 7 non-competition venues
- 900+ televised hours of live Olympic Games competition
- Approximately 2,200 Games-time personnel
- 31,000+ square metres at the IBC
- 3,000 square metres of broadcast space at the Mountain Broadcast Centre (MBC)
- 22 OB vans
- 91 multilateral broadcast trailers
- 400+ cameras
- 60+ replay devices
- 592 commentary positions
- 610 observer seats



### Rights Holding Broadcasters for Vancouver 2010

RHB	Region	Website
Asian Broadcasting Union	Asia	abu.org.my
Arab Radio Television	Arab States	www.artonline.tv
China Central Television	China	www.cctv.com
Canada's Olympic Broadcast	Canada	www.ctvolympics.ca
Media Consortium		www.rdsolymiques.ca
European Broadcasting Union	Europe	www.ebu.ch
Elta Technology Co, Ltd	Chinese Taipei	www.elta.com.tw
ESPN Latin America	Latin America	www.espndeportes.com
ESPN Star Sports	Asia	www.espnstar.com
i-CABLE	Hong Kong	www.i-cable.com
IMC/SportsMax	Caribbean	www.sportsmax.tv
Japan Consortium	Japan	www.nhk.or.jp www.gorin.jp
National Broadcasting Company (NBC)	USA	www.nbcolympics.com
Nine Network/Foxtel	Australia	www.channelnine.ninemsn.com.au www foxtel.com.au
Radio E Televisao Record SA	Brazil	www.r7.com
South African Broadcasting Corporation	South Africa & Sub-Saharan Africa	www.sabc.co.za
Seoul Broadcasting System	Korea	www.sbs.co.kr
SKY Italia	Italy	www.sky.it
SKY Network Television Ltd.	New Zealand	www.skytv.co.nz
Solar Entertainment Corporation	Philippines	www.solarsports.ph
Terra (Internet/Mobile Rights)	Latin America	www.terra.com

## 4. SPONSORSHIP



The support of sponsors is crucial to both the successful staging of the Olympic Games and the operations of the Olympic Movement.

Sponsors contribute approximately 40% of the IOC's total revenues and in return they enjoy the exceptional global exposure that the Olympic Games can offer.

As well as vital funding, Olympic sponsors also provide technical services and product support to the IOC, OCOGs and NOCs. This support contributes to the successful staging of the Games and enables more athletes and teams to compete on the Olympic stage and share their achievements with the world.

Sponsors also help promote the Games and the Olympic values around the world by using their Olympic association in marketing campaigns and activations.

### BENEFITS FOR OLYMPIC SPONSORS

The Olympic Games provide official sponsors with a unique global marketing platform, based on the Olympic ideals and values, and enable them to benefit from an association with the Olympic rings – one of the most widely recognised symbols in the world.

Through marketing programmes, showcasing, internal reward schemes and community outreach initiatives, the Olympic Games also offer sponsors an unparalleled opportunity to develop innovative ways to build their brands, increase sales, connect with the public, build customer relationships, motivate their employees, enhance their corporate reputation and leave a lasting company legacy in the communities where they do business.

### THE TOP PROGRAMME

The Olympic Partners (TOP) programme grants exclusive worldwide marketing rights to both the Winter and Summer Games, and is the highest-level sponsorship programme managed by the IOC.

Created in 1985, the TOP programme provides each Worldwide Olympic Partner with exclusive global marketing rights within a designated product or service category, generating revenue and support to benefit the Olympic Movement.

Operating on a four-year term in line with an 'Olympic quadrennium', the TOP programme for Vancouver 2010 (TOP VII) includes nine official partners.

These TOP partners provide vital assistance to the Games in Vancouver, including essential contributions of products, services, technology, expertise and financial resources.

The following pages outline these contributions and also highlight the innovative programmes that sponsors have developed to support athletes and share the universal values of the Olympic Movement with billions of people around the world.

# COCA-COLA

Coca-Cola®



## THE COCA-COLA COMPANY

**Exclusive Category:** Non-Alcoholic Beverages

The Coca-Cola Company has been associated with the Olympic Games since 1928 and is the longest continuous corporate supporter of the Olympic Movement. Through the Olympic Games, Coca-Cola encourages people to create their own path of 'positivity' in everyday life by believing that anything is possible. The Company's sponsorship supports National Olympic Committees in more than 200 countries to help athletes train and compete. The Coca-Cola Company is the exclusive non-alcoholic beverage provider to the Olympic Games through to 2020.

During the Vancouver 2010 Olympic Winter Games Coca-Cola will continue the tradition by refreshing athletes, volunteers, officials and spectators throughout all the Olympic venues.

## COCA-COLA'S LIVE SITE

Be Social. Be Spontaneous. Be Active. Be Proud. Be Refreshed. Be Open. Be Happy!

Located at LiveCity Yaletown, The Coca-Cola Pavilion is a truly multi-sensory, interactive experience that will entertain visitors while highlighting Coca-Cola's past and present involvement with the Olympic Games, as well as the company's current and future commitments to environmental sustainability. Housed within an 800sqm pavilion, the space has been created to engage visitors on a multitude of levels, allowing guests of all ages to *Open Happiness* around every corner they turn. From the first impression to the last impression, The Coca-Cola Pavilion will bring Canadians together in celebration and national pride.



## COMMITMENT TO SUSTAINABILITY

Coca-Cola is making its most aggressive Games-time commitment yet, with a goal of 100% carbon neutrality.

### Just a few ways this will happen:

- Through the use of sustainable packaging and ensuring 100% collection of all PET containers used throughout the Olympic Village in Vancouver and Whistler and the Olympic venues, 95% of all waste will be diverted from landfills.
- Introducing leading edge technologies to reduce carbon emissions and, once all measures to reduce greenhouse gas emissions are achieved, purchasing Gold Standard carbon offsets (as recommended by WWF-Canada and the David Suzuki Foundation) to offset remaining emissions from the carbon footprint of Coca-Cola's 2010 Olympic Games operations and its Olympic Torch Relay (OTR) route activation while achieving its goal of reducing its Olympic carbon emissions by 100%. The emissions that will be offset include those from Games-related vehicles, air travel and energy used by the company's temporary warehouse and venue beverage coolers.
- Everywhere Coca-Cola is sold at the Olympic Games, consumers will see Coca-Cola's 'Give it Back' campaign. The campaign demonstrates to consumers the potential of every empty bottle to be transformed into a valuable resource for the future (for example clothing) while increasing recycling opportunities and ensuring only recyclable packaging is used at the Vancouver 2010 Olympic Winter Games.

## COMMITMENT TO ACTIVE LIVING

Coca-Cola is helping to address the complex health and wellness issues facing Canadians by developing and implementing programmes that provide nutrition education and encourage physical activity. Coca-Cola has also expanded its offerings of low and no-calorie beverages.

### Coca-Cola has committed to the following multifaceted approach to health and wellbeing:

- Broadening its range of beverages to give consumers more choices
- Coca-Cola is proud to be the first beverage company in the world to commit to putting caloric information on the front of almost all its product packaging
- Through its multi-year USD5-million partnership with ParticipACTION, Coca-Cola has created Sogo Active, an active living programme that encourages Canadian youth to make a lifelong commitment to physical activity.

## ABORIGINAL ART BOTTLE

The Coca-Cola Aboriginal Art Bottle Programme will provide an opportunity for Aboriginal people across Canada to experience the Olympic spirit and showcase the diversity of Aboriginal art and culture to the world by displaying Aboriginal art on the contour bottle – Coca-Cola's unique global iconic asset. Unveiled along the Vancouver 2010 Olympic Torch Relay, during Games-time each bottle will be up for sale through auction to collectors from around the world. The proceeds from the sale of the Art Bottles will go to the Vancouver 2010 Aboriginal Youth Legacy Fund to support sport, culture, sustainability and education initiatives for First Nations, Inuit and Métis youth across Canada.

For more information on The Coca-Cola Company, go to [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com)

**ACER****acer****ACER****Exclusive Category:** Computing equipment

Acer is proud to be a Worldwide TOP Partner of the Olympic Movement for the Vancouver 2010 Olympic Winter Games and for the London 2012 Olympic Games.

To Acer, the world of sports and technology share the same ideals: vision and inspiration, dedication and strength, determination and focus. By joining the Olympic Games, Acer takes its commitment to sport to the very highest level, providing innovative, user-friendly technology that enables sport to express its true excellence.

### **MORE POWER TO THE GAMES**

Acer's mission is to design products that meet the demands of tomorrow and empower people to achieve their personal goals through technological innovation transformed into accessible tools.

In order to be in line with Vancouver 2010's sustainable philosophy, Acer is powering the Games with its most innovative eco-friendly computers. Its Veriton 1000 desktops deliver various benefits, such as reduced space, low weight and energy savings, which will allow VANOC to have a reduced environmental impact during the Games.




The PC infrastructure provided by Acer to power the Olympic Games covers the entire Olympic complex. 6,200 desktops and laptops and 4,700 monitors have been deployed to serve the numerous venues: the Technology Operations Centre (TOC), both Media Centers, the Vancouver and Whistler Olympic Villages, the Vancouver Organising Committee (VANOC) headquarters and nine competition venues.

Acer is also providing ground support with more than 100 Acer technicians on hand at the Olympic venues, ensuring that all Acer equipment runs smoothly and delivers all the excitement of the Olympic Games to people the world over.

#### **ACER INTERNET CAFÉ**

For the Vancouver 2010 Olympic Winter Games, Acer will create four PC Lounges in both the Vancouver and Whistler Olympic Villages. From early February to late March, the Acer Internet Cafés will provide athletes with 100 fully-equipped stations with broadband Internet access, printer capabilities and social networking platforms.

Two of the Acer Internet Cafés will be open 24 hours a day, and Acer's on-site support staff and service technicians will provide customer support and solve any technical issues.

The design of the Acer Internet Café is inspired by the Acer Olympic concept of 'Express your Excellence'. By delivering a welcoming, accessible and comfortable environment, Acer will provide the Olympic athletes with an essential service, keeping them up to date with the things that matter the most and in touch with their friends and family.

#### **ACER SPORT AND TECHNOLOGY SHOWCASE**

During the Games in February, Acer will create a 600sqm interactive showcase in the heart of Vancouver, at LiveCity Yaletown Olympic Site. The Pavilion will invite the 600,000 visitors (expected audience) from around the world to share Acer's vision of the pursuit of excellence in sport and technology.

The Pavilion theme is 'Express your excellence' and the Showcase will recreate, in diverse interactive areas, the pursuit of excellence in sporting achievements and technological innovation.

For more information on Acer, go to [www.acer-group.com](http://www.acer-group.com)

## ATOS ORIGIN



### ATOS ORIGIN

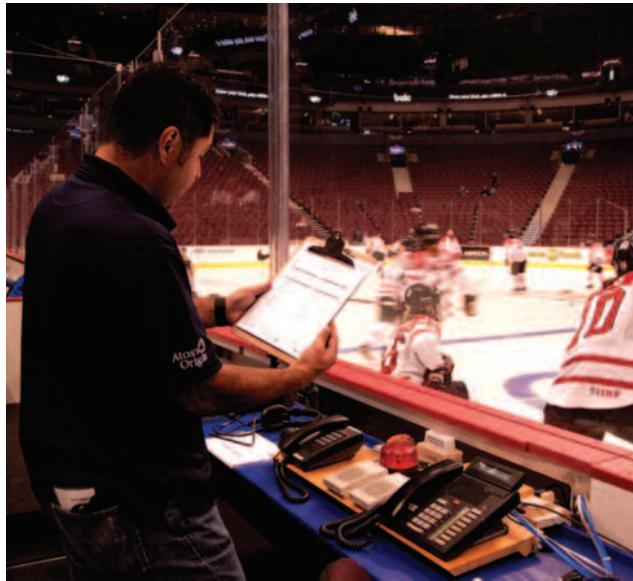
**Exclusive Category:** Information Technology

Since 2002, Atos Origin, an international information technology services company with annual revenues of EUR 5.5 billion and 50,000 employees in 40 countries worldwide, has led the technology effort needed for staging the Olympic Games together with the Organising Committee. Atos Origin designs, builds, secures and runs the multiple information technology systems, managing and integrating the contributions of all the technology partners and suppliers to deliver seamless results to the world and secure Games-time operations.

### ATOS ORIGIN'S ROAD TO VANCOUVER

As the Worldwide IT Partner for the Olympic Games, Atos Origin faces an enormous challenge, and it begins long before the Opening Ceremony in February 2010.

- Atos Origin designs, implements and secures the entire IT infrastructure
- Atos Origin manages an integrated IT team of more than 2,000 IT experts from the world's leading companies, including Atos Origin's Olympic Games experts and the best Vancouver IT professionals
- Atos Origin develops the IT solution for the passport-grade badges issued to all 29,900 accredited Games-time athletes, officials, coaches, media, staff and volunteers
- Together with the Organising Committee, Atos Origin manages the IT operations for the entirety of the Games



And when the Olympic flame is dowsed and the Games are completed, Atos Origin manages the dismantling and removal of the IT infrastructure.

### A MASSIVE TECHNOLOGY INFRASTRUCTURE

IT is critical to the delivery of the modern Olympic Games. Atos Origin has designed and built two main IT systems to run the Games: Games Management Systems and Information Diffusion Systems. The Core Games Management systems include Transportation, Medical Encounters, Accreditation IT System, Workforce Management, sports entries and athletes' qualification – all needed to stage the Games.

IT is then used to distribute results and background information to the world through the On-Venue Results system, the Commentator Information System and INFO2010 – the Olympic Games intranet.

The entire system is controlled from a room, comparable to NASA's Mission Control, called the Technology Operations Centre (TOC). The TOC monitors the complex systems for security breaches, technical problems and provides advanced-level help for the IT staff and volunteers.

Following 100,000 hours of extensive testing of the overall IT solution before the Games, Atos Origin will manage a technology team estimated at 2,000 staff that will provide the technical infrastructure that will link the many Olympic venues, thus ensuring flawless execution on the world stage. Atos Origin will also oversee the infrastructure utilising Acer and other Partner products, which includes:

- 800 servers
- 6,000 computers
- 4,000 printers
- Result system terminals, including:
  - CIS terminals (commentator information systems)
  - Intranet terminals (INFO2010)

### CONTRIBUTING TO SUSTAINABLE AND GREENER OLYMPIC GAMES

As part of its partnership with the Olympic Movement, Atos Origin is committed to delivering excellence and helping the Organising Committees and the International Olympic Committee deploy technological solutions to shrink the Games' carbon footprint, from reducing the consumption of paper to cutting down on travel.

Atos Origin helps VANOC achieve some of the Sustainability Performance Objectives for Environmental Stewardship and Impact Reduction by designing for less through smart design and procurement. Atos Origin operates 'eco-efficiently' by minimising consumption of energy and minimising waste. The new technology Atos Origin is using in Vancouver is virtualisation, which reduces the number of IT Infrastructure elements. This has never been used before in the Games and has a considerable impact on the power consumption.

Atos Origin operates the Remote Info 2010, an external Intranet providing journalists remote access to onsite information at the same speed as the local solution and a remote Commentator information solution providing results in near real time in the broadcasters' offices. Both of these solutions are designed so that media can cover the competition without having to travel to Vancouver thereby reducing GHG emissions.

The Vancouver 2010 Olympic Winter Games are the first Games to widely deploy an online volunteer portal and for the first time an online Accreditation portal – considerably reducing paper consumption in contrast to previous paper-based systems.

For more information on Atos Origin, go to [www.atosorigin.com](http://www.atosorigin.com)

**GE****GE**

**Exclusive Category:** Select products and services from GE Energy, GE Healthcare, GE Transportation, GE Infrastructure, GE Consumer & Industrial, GE Advanced Materials and GE Equipment Services

As a Worldwide Olympic Partner, GE is the exclusive provider of a wide range of innovative products and services that are integral to staging a successful Olympic Games. GE works closely with host countries, cities and organising committees to provide infrastructure solutions related to power, water treatment, transportation and security, as well as healthcare equipment to help doctors diagnose and treat athletes and the local community.

### **VANCOUVER 2010**

VANOC is the first Olympic Organising Committee to commit to applying sustainability principles and practices – including integrated delivery of social, economic and environmental outcomes and benefits to the Games. The GE team is responding in a number of significant ways to meet the challenge. Highlights include:

**Filtering water within the Vancouver Convention Centre – home of Olympic broadcasting.** A GE Water & Process Technologies membrane wastewater management system will clean water from within the building and reuse it for flush fixtures, and to irrigate a new, six-acre rooftop garden.



**Providing LEEDS certified filtering technology for the Nordic Water and Waste Water Treatment Plants.** The system will provide drinking water for visitors and will also be used by the snow making equipment.

**Delivering more efficient transportation.** CP Rail, the official freight provider for Vancouver 2010, is using GE's Evolution Locomotive Engines, which reduce emissions by 40% and fuel use by 5% compared to previous locomotive engines. CP is also using GE's Trip Optimiser – an advanced energy management system that reduces fuel use and emissions by up to an additional 10%.

GE Digital Energy is also equipping the new Vancouver Metro Rail Link with fibre optic multiplexer communications that will be used for train control, arrival and departure information, ticketing, emergency voice and platform customer service.

**Revitalising Robson Square.** GE is sponsoring the revitalisation of the skating rink in Robson Square, located in downtown Vancouver. The GE Plaza will provide a vibrant centre of attraction for residents and visitors.

## GE HEALTHCARE

GE Healthcare's work with the Olympic Games is driven by the theme of increasing access to healthcare technologies in an effort to help clinicians predict, diagnose, treat and monitor health issues and sports medicine injuries earlier when intervention is more effective and efficient.

GE Healthcare equips sports physicians with advanced and innovative medical imaging technologies, allowing athletic trainers to have an earlier and more accurate diagnosis platform.

**64-Slice CT Scanner for Whistler:** Through its Vancouver 2010 Olympic Winter Games partnership, GE Healthcare has made possible a legacy gift to the residents of the Sea to Sky region – a brand new 64-slice CT scanner. The scanner is a first for the region and will be located in the Whistler Health Centre in advance of the Games, and will remain with the community following the Games.

**Polyclinics in Vancouver and Whistler:** GE Healthcare will equip the Olympic Polyclinics in Vancouver and Whistler, which will offer comprehensive healthcare for Olympic athletes and officials during the Games.

**Mobile Medical Unit (MMU):** GE Healthcare is providing a state-of-the-art emergency medical unit for medical emergencies for athletes and officials in the Sea to Sky region during the Games. The 15.9-metre tractor-trailer can expand to a 90 square metre unit with 12 beds, which includes a recovery/triage area and intensive care unit, as well as an operating room with two independent surgical beds. Following the Games, the MMU will be used by the Province of British Columbia.

**Lighting the Games:** GE has supplied numerous lighting solutions to many of the Olympic competition and non-competition venues in Vancouver and Whistler. GE's energy efficient LED solutions have been installed at the Vancouver Convention Centre (East) and throughout the newly revitalised GE Plaza at Robson Square. GE has also installed high quality specialty lighting in the Richmond Oval, the Hillcrest Curling venue, the Pacific Coliseum, UBC's Thunderbird Stadium and the Whistler Sliding Centre.

For more information on GE, go to [www.ge.com](http://www.ge.com)

# McDONALD'S



## McDONALD'S

### Exclusive Category: Retail Food Services

McDonald's has been a proud supporter of the Olympic Movement for more than 40 years. At the 1968 Olympic Winter Games, McDonald's airlifted hamburgers to US athletes competing in Grenoble, France, after they reported being homesick for McDonald's food. Since then, the company has served its menu of choice and variety to millions of athletes, coaches, their families and fans. McDonald's will bring the Vancouver Games to life for millions of customers around the world through special promotions, advertising and support for grassroots community programmes such as Olympic Day.

The Vancouver 2010 Olympic Games mark McDonald's seventh Olympic Games as a Worldwide Partner and eighth as the Official Restaurant of the Olympic Games. McDonald's current sponsorship continues through the 2012 Games in London.

### FEEDING THE WORLD'S ATHLETES

Three official McDonald's Olympic venue restaurants are being constructed: one in each of the Olympic Villages located in Vancouver and Whistler to feed the athletes, and one at the Main Press Centre for the media. McDonald's Olympic Champion Crew, made up of more than 300 top-performing restaurant employees from across Canada, will serve menu favourites to the world's best athletes, coaches, officials and media at the on-site McDonald's venue restaurants. Spectators will be able to share in the Olympic spirit and enjoy McDonald's quality and variety at any of the more than 40 McDonald's restaurants located in the Vancouver and Whistler areas. The first McDonald's restaurant outside the United States opened in Canada in 1967.



## McDONALD'S CHAMPION KIDS™

McDonald's debuted the McDonald's Champion Kids programme in Beijing as part of the company's ongoing commitment to children. For the Olympic Winter Games, children from across Canada and around the world will have the opportunity to experience the Vancouver Games first-hand.

This once-in-a-lifetime journey gives them a chance to see the Games, attend Olympic events, meet athletes, visit the Olympic Village, tour the cultural sites of Vancouver and interact with their peers from across the globe.

The children will also have the chance to serve as special youth correspondents to share their experiences with their communities through hometown news outlets.

## ENVIRONMENT

McDonald's is also supporting the Vancouver Organising Committee's efforts of making the 2010 Games the first carbon neutral Games in Olympic history.

The company is focusing on energy conservation, re-use of building materials, sustainable packaging and waste reduction.

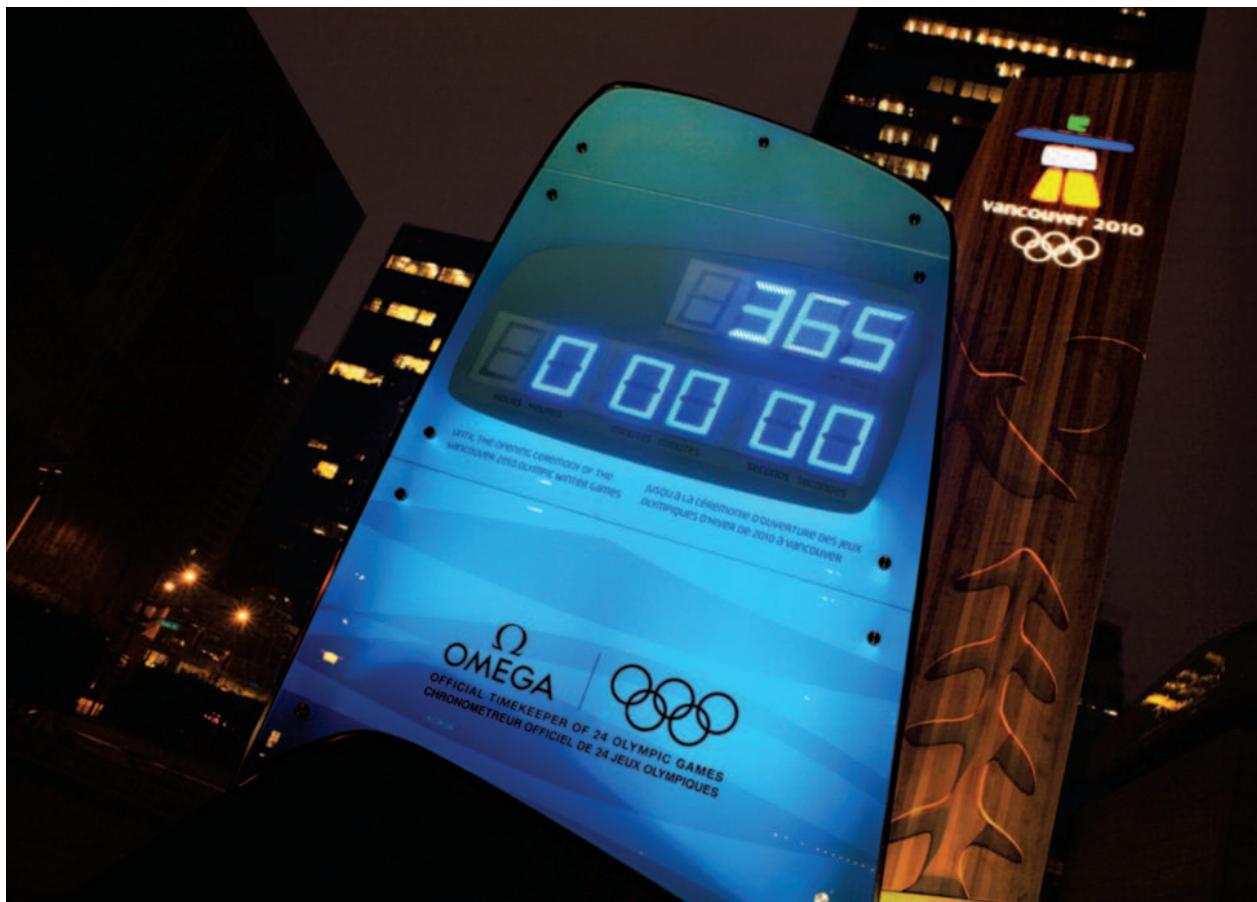
## GIVING BACK

McDonald's will continue its legacy of giving back to the host community through a special donation from Ronald McDonald House Charities™ to the cities of Vancouver and Whistler to live beyond the Games.

For more information about McDonald's Olympic activation, please visit the McDonald's Olympic Resource Centre at [www.aboutmcdonalds.com](http://www.aboutmcdonalds.com). Click on 'Members of the Press'/Electronic Press Kits.

**OMEGA**

Ω  
**OMEGA**



**OMEGA**

**Exclusive Category:** Timing, Scoring and Venue Results Services

Omega first served as the Official Timekeeper at the Los Angeles Olympic Games in 1932. Never before had a single company been chosen to provide all the timing devices and technology for the Olympic Games. At those Games, Omega delivered 30 handheld stopwatches, which were used to time every event. In Vancouver in 2010, 220 professional timekeepers and data handlers, along with a veritable army of local volunteers, will be using more than 200 tonnes of equipment to ensure that the timing, scoring, display and distribution of the results are flawlessly executed.

Omega's unparalleled reputation as an innovator in sports timing and measurement technologies has led to a long, rewarding relationship with the IOC. In Vancouver, Omega will assume its Official Timekeeper role for the 24th time.

Omega's partnership with the Olympic Movement is reflected in some of its products and in the advertising and publicity campaigns that will be activated especially for the Vancouver 2010 Olympic Winter Games.

#### **THE COUNTDOWN CLOCK**

Among the symbols that best represent Omega's Olympic role is the Countdown Clock in Vancouver, which was unveiled on 12 February 2007, exactly three years before the festivities were scheduled to begin. The clock is three metres wide, more than six metres high and weighs a staggering 1,170 kilograms.



## OMEGA'S OLYMPIC GAMES MARKETING

Omega has reissued three of its classic winter sport posters to celebrate its long connection with the Olympic Movement. The posters were selected for what they represent: one reflects on Omega's historic timekeeping role; another is a reminder of the unexpected and extraordinary performances which take place at every Olympic Games; the final one is a testimony to the romantic perfection which was famously exhibited on the day the world celebrates love. A new poster, created for Vancouver, features a bobsleigh and the special Omega Seamaster being released to commemorate the 2010 Vancouver Winter Games.

### THE OMEGA SEAMASTER DIVER 300M 'VANCOUVER 2010' LIMITED EDITION WATCH

The Omega Seamaster Diver 300M 'Vancouver 2010' Limited Edition is being produced in 41 mm and 36.25 mm versions, each in a release of 2,010 numbered pieces and featuring the Omega Co-Axial calibre 2500. The striking timepieces have white lacquered dials and red-anodised aluminium bezel rings. The counterweight on the seconds hand features the coloured Olympic rings and the caseback is embossed with the Vancouver 2010 Olympic Winter Games logo. The watches, which are water resistant to 300 metres, are equipped with a helium escape valve and a unidirectional rotating bezel.

For more information on Omega, go to [www.omegawatches.com](http://www.omegawatches.com)

**PANASONIC**

**Panasonic**



**PANASONIC**

**Exclusive Category:** Audio/Visual Equipment

Panasonic has been supporting the Olympic Movement for more than two decades, since The Olympic Partner Programme was launched for the Calgary Olympic Winter Games in 1988.

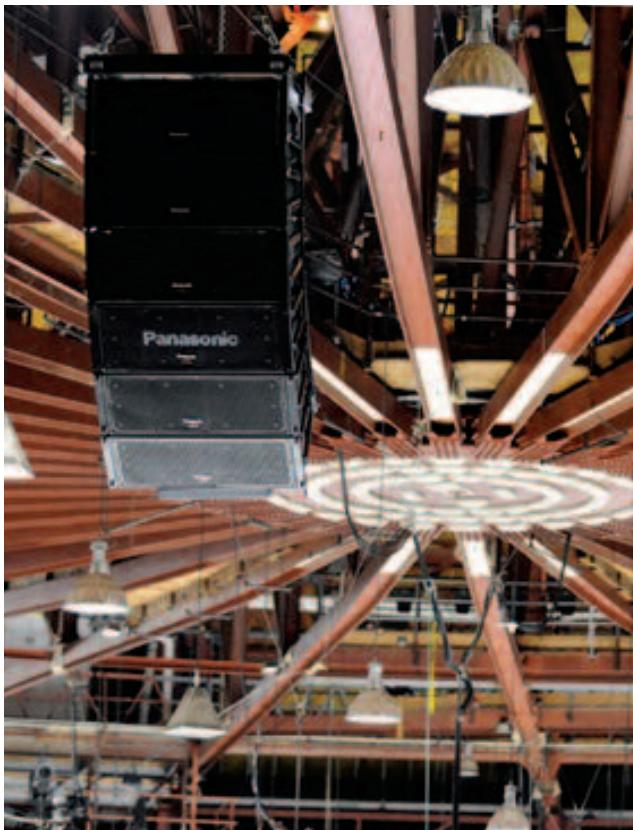
Panasonic will contribute to the success of the Olympic Games through its technology. Panasonic provides the Olympic Games with state-of-the-art audio/visual equipment, such as LED large screen display systems, professional audio systems, flat screen TVs, digital video cameras, DVD recorders, and broadcast equipment.

Panasonic has committed its partnership with the International Olympic Committee until the Rio 2016 Olympic Games.

#### **SHARING THE PASSION**

Under the slogan of 'Sharing the Passion', Panasonic helps deliver the passion and outstanding performance of top athletes from the venues to homes around the world, allowing people to share the dreams and excitement of the world's premier sports event.

There have always been developments in audiovisual technology throughout the history of the Olympic Games. In 1964, satellite broadcasting arrived in time for the Tokyo Games, a first in Olympic history. Digital VTR was introduced for the Barcelona 1992 Games.

High-definition (HD) became the main video format in Beijing 2008. And now, Panasonic is going to propose a totally new dimension of the technology to the homes toward the exciting era of Full HD 3D.

Panasonic will establish a 700sqm corporate pavilion at the official live site, located in David Lam Park in Vancouver during the Games time. Panasonic's world-first 'Full HD 3D Plasma Home Theater System', which enables the viewing of true-to-life Olympic and variety of entertainment 3D images by distributing full high-definition images to both eyes, will provide Olympic athletes, spectators and fans a unique experience as if they are living in the stadium, and propose a future lifestyle of viewing Olympic Games at homes around the world.

#### VANCOUVER 2010

Following the HD standard of excellence set by Beijing 2008, Vancouver 2010 will be the first Olympic Winter Games fully captured with the HD format. Panasonic has supplied broadcasting equipment and maintenance support to host broadcasters since Barcelona 1992 and this year marks the ninth Olympic Games at which Panasonic has provided the official recording format for the Games. Panasonic's technology will enable Vancouver 2010 to be the first fully high definition Olympic Winter Games.

#### PANASONIC 'ECO IDEAS' ACTIVITY

In its support of the sustainability initiatives of the Vancouver Organising Committee for the 2010 Olympic Winter Games, Panasonic will run various activities under corporate environmental initiatives called 'Eco Ideas'. Panasonic will also offset 416 tons of carbon dioxide emissions from its technology operation for the staging of the Games, its hospitality guests' accommodation and transportation, as well as its Panasonic pavilion operation. Panasonic has also announced it will act as an Official Partner to co-sponsor the 'Do Your Part – VANOC Sustainability National Video Contest' together with VANOC, the United Nations Environment Program (UNEP) and the Government of Canada.

For more information on Panasonic, go to [panasonic.net/olympic](http://panasonic.net/olympic)

**SAMSUNG**



**SAMSUNG**

**Exclusive Category:** Wireless Communications Equipment

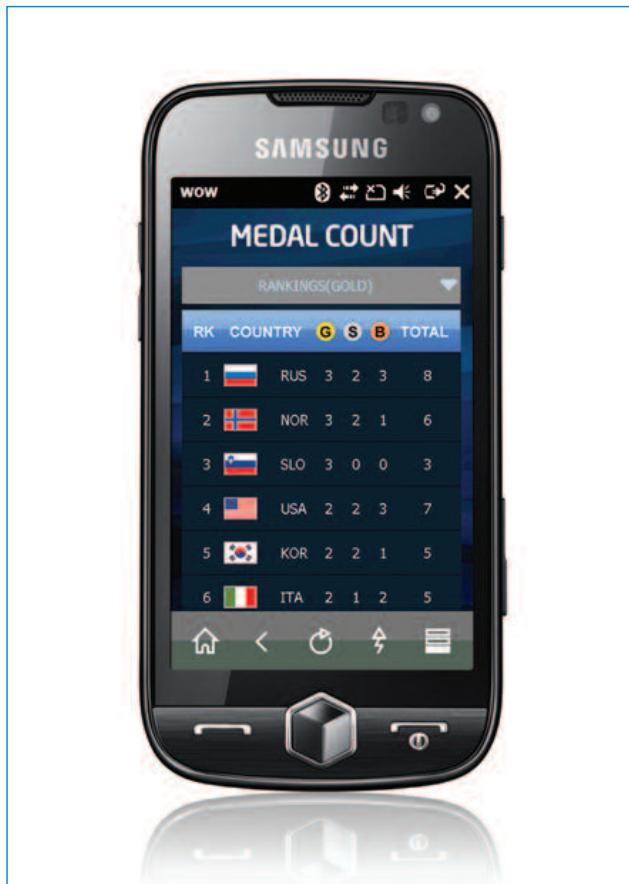
Samsung first became involved with the Olympic Movement as a local sponsor of the Seoul 1988 Olympic Games. Samsung became a Worldwide Partner in the Wireless Communications Equipment category for the Nagano 1998 Olympic Winter Games and has maintained its role as a Worldwide Olympic Partner for all subsequent Olympic Games to date, which will continue through to the Rio 2016 Olympic Games.

Samsung looks forward to providing the wireless technology and innovation to ensure the success of the Vancouver 2010 Olympic Winter Games.

#### **OLYMPIC RENDEZVOUS @ SAMSUNG (OR@S)**

The Olympic Rendezvous @ Samsung (OR@S) is Samsung's flagship Olympic programme and a landmark of Olympic Partner activation during Games time. It has been staged at every Olympic Games since first being introduced for Sydney 2000.

The OR@S is an exciting and engaging brand pavilion featuring the latest in cutting-edge wireless communications technology while offering a relaxing retreat for athletes, their families, and spectators alike. The OR@S will also present spectacular live entertainment and appearances by Samsung Athlete Ambassadors like Hayley Wickenheiser, Jarome Iginla and Wayne Gretzky, all as part of the unforgettable moments to be witnessed during the Games.



WOW continues Samsung's long-term commitment to the Olympic Movement through its wireless technologies, operational support and the enhancement of people's experiences during the Games.

For more information on Samsung, go to [www.samsung.com/vancouver2010](http://www.samsung.com/vancouver2010)

The OR@S will be hosted at David Lam Park as part of the City of Vancouver's 'Live Site' to celebrate the Vancouver 2010 Olympic Winter Games. It is situated in a large urban park setting and in close proximity to the main competition venues and the Athletes' Village. The period of operation will be during the Games, which run from 12 to 28 February, and will be open to the public free of charge.

### WIRELESS OLYMPIC WORKS (WOW)

Samsung is very proud of its many contributions to the Olympic Movement, including supplying the handsets and communications platform for the Wireless Olympic Works (WOW), which keeps Olympic officials, athletes and media connected and informed during the Olympic Games. At the core of the WOW platform is Samsung's drive to integrate cutting-edge global mobile phone trends to inform on the Olympic Games. Since first being introduced for Athens 2004, WOW has redefined the way in which international sporting events are organised and managed, representing one of Samsung's most important contributions to the sporting world.

And for the first time ever, Samsung makes the WOW technology platform available to the general public for Vancouver 2010 allowing fans from around the world to download and install the Public WOW Application to receive up-to-the-minute information, including real-time Games progress, medal standings and more on their Samsung mobile phones.

**VISA**

**VISA**



**VISA**

**Exclusive Category:** Payment Services

Visa has been a proud sponsor of the Olympic Games for 24 years and is the only payment card accepted at the Vancouver 2010 Olympic Winter Games.

Visa has renewed its Olympic Games sponsorship and will remain the exclusive payment services sponsor and the only card accepted at the four Olympic Games that follow the London 2012 Olympic Games, including the 2014 Olympic Winter Games in Sochi, Russia, the 2016 Olympic Games in Rio de Janeiro, Brazil, and the 2018 Olympic Winter Games and the 2020 Olympic Summer Games.

At every Olympic Games, Visa is responsible for creating and managing the entire payment system infrastructure across all Olympic venues, including stadia, media venues, merchants and the Olympic Superstore.

**GO WORLD**

For the Vancouver 2010 Olympic Winter Games, Visa has created its first-ever global Olympic advertising campaign, Go World. The Go World advertising campaign evokes the emotion and memories of unforgettable moments in Olympic history and is featured in national television and print advertising, and on the internet. The campaign captures the passion that is unique to the Olympic Games by focusing attention on human achievement as embodied in extraordinary athletes, past and present, using dramatic still photography and moving images from past Olympic competitions. Go World is one part of Visa's global Olympic marketing and advertising platform used to deliver



the excitement and passion of the Olympic Games. For the Vancouver 2010 Olympic Winter Games, Visa is working with its financial institution clients and international merchant partners offering a number of marketing programmes that create incremental volume and an affinity for Visa and its products. Additionally, Visa has partnered with Tourism Vancouver and Tourism Whistler to promote both domestic and international travel to the areas.

### ONSITE OPERATIONS

With its responsibility to create and manage the vast Olympic payment system onsite at the Vancouver 2010 Olympic Winter Games, Visa will position nearly 800 point-of-sale (POS) devices in some 250 Olympic merchant locations in venues, including all sports competition stadia, the International Broadcast Centre, the Main Press Centre, the Athletes' Village and the Olympic Superstore. Visa will also install exclusive Olympic Games ATMs within the Games footprint and, for the convenience of visitors attending the Games, will deploy two mobile roving Visa ATM vans.

### TEAM VISA VANCOUVER

The Olympic Games begin and end with the athletes – a fact that Visa has emphasised and celebrated during its 24-year partnership with the Games. Since 1986, Visa has empowered more than 1,000 Olympic hopefuls to achieve their dreams, by providing many with either financial support, life skills training or valuable marketing exposure in pursuit of their Olympic goals. The Go World advertising campaign, featuring Team Visa athletes, is an example of Visa's legacy of using television advertising as a vehicle to raise the visibility of up-and-coming athletes and new medal sports. For the Vancouver 2010 Olympic Winter Games, Team Visa Vancouver will support approximately 30 athletes as well as national teams including: the Canadian bobsleigh and skeleton teams, the US Alpine skiing and snowboard teams, and the Ski Association of Japan.

### THE OLYMPIANS REUNION CENTRE

Visa co-founded and supports the Olympians Reunion Centre at the Olympic Games, where Olympians from past Games can relax, congregate and enjoy ongoing hospitality while attending the current Games. Visa will host the opening Gala of the Centre prior to the official Vancouver 2010 Olympic Winter Games Opening Ceremony.

For more information on Visa, go to [www.corporate.visa.com](http://www.corporate.visa.com)

## DOMESTIC SPONSORSHIP

In addition to the IOC's global TOP Programme, VANOC manages a domestic sponsorship programme that grants exclusive marketing rights within the host country and further supports the Games. Levels of sponsorship include National Partner, Official Supporter and Official Supplier.

## VANCOUVER 2010 NATIONAL PARTNERS



### Bell Canada (Premier National Partner)

Bell is pleased to deliver the end-to-end network and communications solutions that will help deliver the 2010 Winter Games to the world. Over the past six years, Bell has deployed 285 kilometres of fibre optic cable to the venues, delivered the first all-IP Olympic Games network, built 42 new cell sites, helped design and architect the [vancouver2010.com](http://vancouver2010.com) portal and more – all so Olympic Family members can share stories from the 2010 Winter Games with audiences back home. All of this connectivity will also remain a legacy for the local community, one which Bell is proud to deliver.



### Hudson's Bay Company (Premier National Partner)

Hudson's Bay Company is a Premier National Partner and the General Retail Merchant of the Vancouver 2010 Winter Games and Official Outfitter of the Canadian Olympic Team. In partnership with VANOC, Hudson's Bay Company is designing and manufacturing 12,000 Olympic torchbearer and 30,000 Games-time workforce uniforms; it will also be outfitting both the Vancouver and Whistler Athletes' Villages. Hudson's Bay Company's flagship store in downtown Vancouver, the Bay, operates the Olympic Superstore. The company also retails a collection of the 2010 Canadian Olympic Team apparel to the public and sells the largest assortment of Vancouver 2010 licensed merchandise through its 600+ stores.



#### Royal Bank of Canada (Premier National Partner)

RBC is proud to be the Premier National Partner and the Official Banking and Insurance and Annuities Partner for the Vancouver 2010 Olympic Winter Games, and a Presenting Partner of the 2010 Olympic Torch Relay. In addition to contributing funding for the staging of Vancouver 2010, RBC will help fund the Canadian Olympic Team compete in the London 2012 Olympic Games. RBC is the first and most enduring sponsor of the Olympic Movement in Canada, with support dating back to 1947.



#### General Motors Canada

GM Canada is proud to be a National Partner of the Vancouver 2010 Olympic Winter Games. As the Official Vehicle Supplier, GM will provide a fleet of over 4,600 vehicles from Chevrolet, Buick, GMC and Cadillac. GM Canada is driving a greener future with advanced technology vehicles and will provide the most environmentally friendly fleet in Olympic history through the supply of hybrid, alternate fuel and other advanced Green technology vehicles. GM is also operating a demonstration fleet of Chevrolet Equinox fuel cell vehicles and Chevrolet Volt extended range electric vehicles. GM Canada's Olympic commitment also includes support for Canadian amateur athletes and their coaches through the Chevrolet Making Dreams Possible Program.



### Petro-Canada

Petro-Canada has a proud 21-year history of supporting Canadian athletes and is a National Partner and the Official Oil and Gas Sponsor of the Vancouver 2010 Olympic Winter Games. In addition to fuelling all Vancouver 2010 fleet and motor coach vehicles, Petro-Canada is fuelling the dreams of hundreds of Canadian athletes through a number of grassroots initiatives. These initiatives include the Petro-Canada Canadian Athlete Family Programme where the company will host approximately 500 family members in Vancouver so families can watch their loved ones compete live at the Games. Petro-Canada also provides funding for 50 pre-carded athlete and coach pairs through a programme called 'Fuelling Athlete and Coaching Excellence' (FACE).



### RONA

RONA is committed to creating sustainability programmes through its partnership with the Vancouver 2010 Olympic Winter Games around four pillars.

**Athlete support:** The 'Growing with our athletes' programme supports 100 high performance Canadian athletes.

**Sustainability:** The RONA Fabrication Shop, a community-based training programme, oversees construction of 10,000 items, including wheelchair ramps and warming huts.

**Venue construction:** RONA has provided building materials, such as FSC-certified wood and non-VOC paint, for several Olympic Winter Games venues including the Vancouver Olympic Centre.

**Employee involvement:** 100 RONA employees selected from across the country will act as volunteers while still receiving a salary.

## VANCOUVER 2010 OFFICIAL SUPPORTERS



## VANCOUVER 2010 OFFICIAL SUPPLIERS

3M Canada	Molson Coors
Acklands-Grainger	Nike
Aggreko	Nortel
ALDA Pharmaceuticals	Offsetters
Aquilini Investment Group	Port Metro Vancouver
Birks	Purolator
Britco Structures	Saputo
Canada Post	Sleep Country Canada
COLD-FX	SNC-Lavalin
Concord Pacific Developments	Sun Microsystems
CTV	Tickets.com
Deloitte	Transcanada
Dow Canada	Vancouver Airport Authority
EPCOR	Weston Bakeries
Garrett Metal Detectors	Workopolis
General Mills	Wrigley
Hain Celestial	 Print Media Suppliers
Haworth	Canwest
Jackson-Triggs	The Globe and Mail
Karl's Global Events, Inc	La Presse
Millennium	

## 5. LICENSING



Olympic licensing programmes are created to promote the Olympic Games and the Olympic brand, raise additional revenues to support the staging of the Olympic Games and to showcase the identity of the host country and city.

VANOC has granted licensing rights to eligible companies to manufacture and distribute Official Licensed Products such as apparel, plush toys, publishing and souvenir related items. These companies are referred to as 'licensees' and pay a royalty for each item sold bearing any related Vancouver 2010 Olympic marks including mascots and Aboriginal designs. VANOC has implemented a social compliance code of conduct that all licensees must adhere to and a BuySmart programme that ensures sustainable and ethically sourced products.

There is also a rich history of numismatic and philatelic programmes in the Olympic Movement. The Royal Canadian Mint and Canada Post are continuing this tradition with extensive collections to celebrate Vancouver 2010.

The licensing and merchandising function is also responsible for overseeing the Games merchandise sales and Olympic operated retail outlets, including within competition and non-competition venues.

VANOC has over 41 licensees producing a wide range of different product items that are available in over 1,600 retail stores, 400 Hudson's Bay Company stores, including the Olympic Superstore and 7 other Olympic Stores. All Olympic operated retail outlets have a consistent and effective 'Look' of the Games and on-site points of sale. A limited and exclusive product range has also been developed for sale at Games retail locations. In recognition of Visa's longstanding support of the Olympic Games, all VANOC retail locations proudly accept only Visa cards and cash.

## VANCOUVER 2010 MASCOTS

There are three official Vancouver 2010 mascots: Quatchi, Miga and Sumi, and one sidekick character – Muk Muk. The mascots have been a huge success and account for 26% of all product sales – mascot plush sales are expected to exceed over three million units.



## ABORIGINAL PARTICIPATION

A joint licensing programme has been developed by VANOC and the Four Host First Nations that include Lil'wat, Musqueam, Squamish, and Tsleil-Waututh, which will showcase excellence in Aboriginal arts, culture and enterprise. This is the first time that an Olympic Organising Committee has entered into a commercial licensing agreement of this kind with indigenous people.

A portion of the royalties from the sale of all licensed products within the programme will go towards the Vancouver 2010 Aboriginal Youth Legacy Fund. The fund will support education, sport and cultural initiatives for youth within the Four Host First Nations, as well as First Nations, Inuit and Métis across Canada.

## OLYMPIC SUPERSTORE

The Vancouver 2010 Olympic Superstore opened its doors four months prior to the Games – a first in Olympic history. The Olympic Superstore is located in the Hudson's Bay Company Department Store, in Vancouver's Downtown shopping district. The 1,950sqm Olympic Superstore has the largest selection of Olympic themed merchandise available, including a full line of the Canadian Olympic Team replica merchandise.

The Olympic Superstore offers additional services including a concierge desk where customers can ship their merchandise worldwide, have purchases delivered to their hotel, get information on events and restaurants, and have access to gift-wrapping services. A special children's mascot area has also been incorporated into the Superstore, which will focus on mascot merchandise.

## INTERNATIONAL PAVILION

For the first time in Olympic history, an Organising Committee is giving National Olympic Committees the ability to showcase and sell their National Olympic Team merchandise close to the Olympic Superstore in a designated area called the 'International Pavilion'.

## IOC LICENSING PROGRAMME

In addition to the OCOG licensing programme, the IOC manages its own longer-term licensing programme. This includes global initiatives such as the official video game 'Mario & Sonic at the Olympic Winter Games', developed by International Sports Multimedia and Sega.

### KEY FACTS OF THE VANCOUVER 2010 LICENSING PROGRAMME

- Over 41 licensees
- 15 product categories
- Over 5,000 product items
- 1,950sqm Olympic Superstore
- 8 Olympic operated stores, including an online store
- First ever Olympic Superstore to open four months prior to Games time
- First in Olympic history to showcase and sell other National Olympic Team merchandise within one official retail location



## 6. TICKETING



The primary goal of the ticketing programme is to enable as many people as possible to experience and witness live the Vancouver 2010 Olympic Winter Games' ceremonies and competitions.

The secondary goal is to support generating the financial revenue necessary to support the staging of the Games.

### VANCOUVER 2010

The ticketing programme for Vancouver 2010 is managed and delivered by VANOC, with the oversight of the IOC. VANOC is responsible for developing and delivering the ticket sales programme in Canada. For international ticket sales, VANOC partnered with National Olympic Committees, and their Authorised Ticket Resellers, for the sale of tickets within NOC territories.

#### Canadian Territory:

The first Phase of ticket sales for the Vancouver 2010 Olympic Winter Games was launched on 3 October 2008. In order to ensure that the Vancouver 2010 ticketing programme was fair and accessible to all Canadians, Phase One of the ticketing programme included a random lottery for all oversubscribed sessions. Tickets were sold on a first-come, first-served basis in subsequent phases – Phase Two launched on 6 June 2009 and Phase Three launched on 14 November 2009.



### International Territories:

NOCs are responsible for the sale of tickets to the clients and public within their respective territories. VANOC oversees each NOC/ATR's respective ticket sales programme. NOC/ATRs were able to begin ticket sales in their territories starting on 3 October, 2008, but exact start dates were at the NOC's discretion. A list of participating NOCs and their Authorised Ticket Resellers can be found in the Ticketing information section of [vancouver2010.com](http://vancouver2010.com)

### TICKET MANAGEMENT TOOLS

In a Games first, VANOC launched ticket management tools in winter 2009 that included the ability for spectators to manage their tickets through online accounts. These platforms enabled spectators to donate, sell or forward their tickets electronically. A similar but separate platform was also provided to Olympic Family clients and included the ability to transfer and consign tickets. The objectives of these tools were to:

- Minimise unused tickets to support achieving full stadiums
- Maximise the reach of potential spectators able to attend the Games
- Provide needed services to ticket clients
- Minimise un-authorised resale of tickets
- Maximise the sales potential of the tickets

### TICKETING PROGRAMME PARTNERS

**Visa** – VANOC's Worldwide Partner of payment services, responsible for the ticketing programme's ticket payment solutions and services.

**Tickets.com** – VANOC's Official Supplier of ticket services, responsible for systems, sales and staffing and operation of ticketing box offices within Canada.

**Jet Set Sports** – VANOC's Official Supporter of hospitality services, responsible for the sale and distribution of ticket hospitality packages within Canada.

For more information, please visit the Ticketing section of VANOC's website, [www.vancouver2010.com/tickets](http://www.vancouver2010.com/tickets)

### KEY FACTS OF THE VANCOUVER TICKETING PROGRAMME

- Approximately 1.6 million tickets were available for the Games.
- Half of all tickets were under CAD 100.
- 100,000 tickets were available for CAD 25.
- More than 120 of 170 sessions were oversubscribed in Phase One and were subject to a lottery.
- The Opening and Closing Ceremonies, ice hockey, short-track speed skating and figure skating have proved to be amongst the most requested events, though demand for all sports has been substantial.
- VANOC's revenue target for ticket sales is CAD 258,000,000, representing 96% of tickets being sold



## 7. PROTECTING THE OLYMPIC BRAND



The Olympic rings are one of the most widely recognised emblems in the world and symbolise the principles that are associated with the Olympic brand.

In order to uphold the value of the Olympic rings, the IOC implements a number of strategies and programmes to preserve and enhance the Olympic brand and protect the exclusive marketing rights of the Olympic partners.

### VANCOUVER 2010

As part of its role as the Organising Committee of the 2010 Olympic Winter Games, VANOC is responsible for protecting the Olympic brand in Canada.

In order to help meet this commitment, the Government of Canada passed special legislation to specifically protect the Olympic brand in the host country.

VANOC also implemented an educational campaign to inform businesses on how to appropriately align themselves with the 2010 Olympic Winter Games, while still respecting the exclusive commercial rights of the official marketing partners.



### Counterfeit Merchandise

Only officially licensed products can bear the protected trademarks and copyrights of the 2010 Olympic Winter Games.

VANOC encourages consumers to always check Olympic merchandise for the security device affixed to each item, which confirms the product's authenticity.

VANOC has also established an anti-counterfeit initiative and has been working closely with law enforcement and the Canada Border Services Agency to help combat this issue.

### Ambush Marketing

Only official sponsors, licensees and government partners of the Olympic Movement are allowed to suggest an affiliation with the Olympic Games.

Creating an unauthorised association with the Games is known as ambush marketing.

In order to assess these unauthorised associations, VANOC and the IOC established an assessment model that considers such factors as the use of proprietary marks, messaging, the timing of the advertising or communication and the strategic placement.

First, VANOC and the IOC assess whether there has been an infringement of the brand or the creation of a misleading business association that is prohibited under applicable law. If VANOC and the IOC conclude that there has been either an infringement or the creation of a misleading business association, it will consider what appropriate action, if any, is required.

### CLEAN FIELD OF PLAY

Unlike other major sporting events, the Olympic Games maintain a strict clean field of play policy, which restricts any commercial branding from appearing on the field of play. As well as helping to protect and enhance the value of the Olympic brand, this policy ensures that the emphasis is always on sport, rather than commercialisation.

In order to ensure this policy is adhered to in Vancouver, the IOC has been working closely with VANOC in the build-up to the Games.

### OLYMPIC MARKS APPROVAL

Olympic partners are granted exclusive marketing rights by the IOC, which includes being allowed to communicate their association with the Olympic Movement through the use of Olympic marks and imagery.

There are, however, established standards for proper usage, which must be adhered to in order to protect the Olympic brand and ensure the value of an Olympic association.

All materials, executions and communications of Olympic sponsors and broadcasters that include Olympic references, imagery or marks are therefore reviewed by the IOC and the Organising Committee to ensure compliance with the guidelines for proper usage.



## BROADCAST MONITORING

At each Olympic Games, an Infringement Monitoring Programme is put in place by the IOC to check for possible violations during the Olympic broadcast.

As well as ensuring that unauthorised parties do not use Olympic intellectual property, the Infringement Monitoring Programme helps protect the exclusive rights of Olympic marketing partners (e.g. broadcasters, sponsors, licensees, etc.) and ensures compliance of Olympic broadcast rights holders with their contractual obligations.

By checking for ambush marketing advertisements, unauthorised commercial overlays and overt in-studio commercial signage, the programme helps preserve the unique 'clean' nature of the Olympic Games broadcast.

## INTERNET MONITORING

The IOC also implements an Internet Monitoring Programme at each Games, which uses the most advanced technologies available to prevent, track and take action against violations, such as video infringements.

The Internet Monitoring Programme also monitors geo-blocking, to ensure that rights-holding broadcasters respect their territorial rights online, as well as online advertising, news access and ambush marketing.

## 8. PROMOTIONAL CAMPAIGN



### THE BEST OF US

In order to communicate the key Olympic values of Excellence, Friendship and Respect to a global youth audience, the IOC launched 'The Best of Us' promotional campaign in 2007.

The theme of the campaign is a simple, powerful idea that transcends cultures and borders, motivating young people around the world by proving that sport can bring out the best in them.

The Best of Us reaches out to young people around the world, showcasing the performance, determination, and unique character of Olympic athletes to inspire these young people to believe in and fulfil their own potential to be the best they can be.

The campaign incorporates animated Public Service Announcements (PSAs), a unique on-line initiative, graphics (both digital and print) and PR.

### PUBLIC SERVICE ANNOUNCEMENTS

There are two PSAs – 'All Together Now' and 'Olympic Spirit' – both of which are aired by broadcasters around the world.

In the All Together Now PSA, six larger-than-life Olympians seem to be competing against each other in what appears to be a gigantic tug-of-war. As the spot develops, it becomes clear that the athletes are not working against each other, but actually working together to unite the world in celebration of the Olympic Games. Thus, the spot conveys not only the determination and excellence of Olympic athletes, but also their unique ability to bring the world together for the Olympic Games in a massive display of optimism and inspiration.

The second PSA is entitled 'Olympic Spirit'. This spot incorporates the campaign's graphic images with creative camera-work to tell a truly unique Olympic story.



## THE BEST OF US CHALLENGE

As part of the campaign, the IOC also created a global, digital initiative entitled 'The Best of Us Challenge'. This effort advances the resolution from the recent Olympic Congress that the Olympic Movement should actively deliver the next generation of Olympic fans through digital means.

The creative idea is to engage young people in the Olympic Games by giving them a chance to actually 'compete' with Olympic athletes in an online forum. Olympic athletes will perform a 'challenge' in the hopes that people will try to beat the challenge. The Best of Us Challenge was launched with athletes from all over the world and employs a comprehensive seeding and syndication programme that drives participation globally.

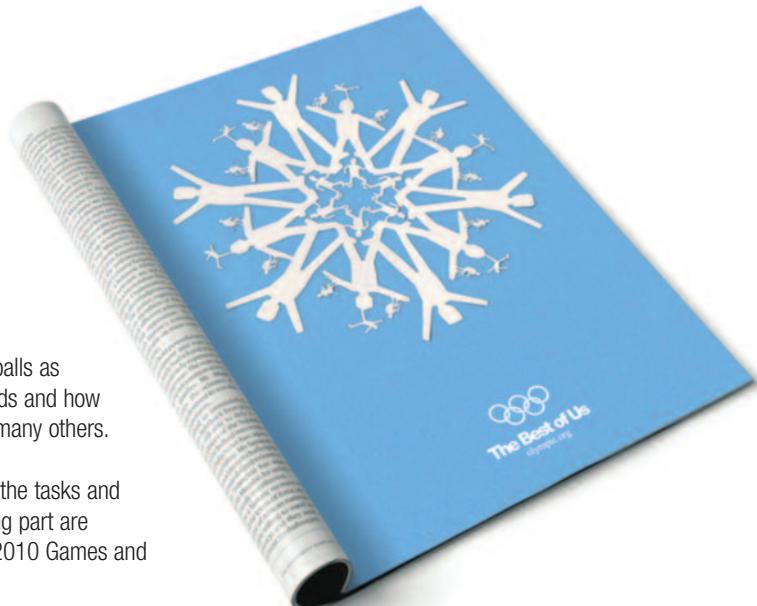
The Best of Us Challenge appears on [thebestofuschallenge.olympic.org](http://thebestofuschallenge.olympic.org) and on a dedicated YouTube channel at [www.youtube.com/user/thebestofuschallenge](http://www.youtube.com/user/thebestofuschallenge).

Athletes participating in the Challenge include:

- Michael Phelps (USA/swimming)
- Rafael Nadal (Spain/tennis)
- Shawn Johnson (USA/gymnastics)
- Asafa Powell (Jamaica/athletics)
- Yelena Isinbaeva (Russia/pole vault)
- Lindsey Jacobellis (USA/snowboarding)
- Lindsey Vonn (USA/skiing)
- Natalie Cook (Australia/beach volleyball)

The challenges include tasks such as picking up as many tennis balls as possible in 30 seconds, seeing how far you can walk on your hands and how long you can balance a four-foot stick on your foot, juggling, and many others.

Participants are encouraged to submit videos of them completing the tasks and can even create their own challenges for others to try. Those taking part are eligible to win a range of prizes including a trip to the Vancouver 2010 Games and the inaugural Youth Olympic Games in Singapore.



## GRAPHICS

Continuing on the theme of The Best of Us, the graphics for the 2009/2010 campaign portray the values of Excellence, Friendship and Respect. The graphics were created in a collage-style, with each graphic element cut out of paper and then photographed.

To see all the elements of the campaign, visit The Best of Us section of [www.olympic.org](http://www.olympic.org)

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